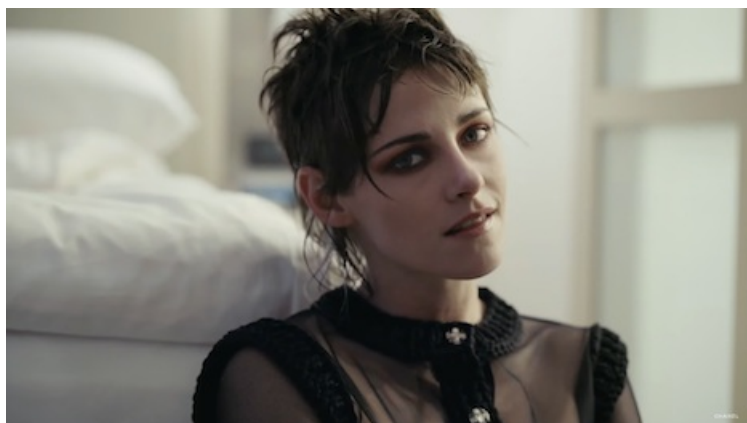


ARTS AND ENTERTAINMENT

Chanel spotlights cinema connections alongside actor/ambassador Kristen Stewart

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Actor Kristen Stewart wore Chanel items to the event, pointing out that the brand supported her appointment. Image credit: Chanel

By EMILY IRIS DEGN

French fashion house Chanel is joining other fashion brands by putting maison film appreciation centerstage, in conversation with American actor Kristen Stewart.

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Ms. Stewart held a leading role at the Berlin International Film Festival on Feb. 25, being the International Jury President for the 73rd edition of the event. She has been a Chanel ambassador since 2013.

Movie magic

The brand highlighted the beauty of cinema, orchestrating a conversation with both Ms. Stewart and Iranian-French actor Golshifteh Farahani.

Ms. Farahani served as a member of the International Jury at the event. Between her experience, and Ms. Stewart's current appointment and past role as a Cannes Film Festival jury member, they collectively hold a wealth of film knowledge.

Chanel in conversation with Kristen Stewart and Golshifteh Farahani

As both of them are also actors themselves by trade, Ms. Farahani and Ms. Stewart offer intimate perspectives of the art.

Ms. Stewart was selected as the president of the jury judging the film festival selects, stepping into the role for the very first time. Ms. Farahani asks Ms. Stewart about the unique experience per Chanel's exclusive filmed footage taken after the two weeks of judging.

"It's an enormous opportunity to have a hand in highlighting beautiful things," Ms. Stewart said in the conversation.

"That was an opportunity that I obviously couldn't say no to."

Speaking to the dynamics of the jury itself, Ms. Stewart outlined the job that she had taken on, as well as the collaborative nature of judging cinematic art.

"The president doesn't have to be the most knowledgeable," she said.

"The president should be here to learn, to be like my opinion, my bias, my taste doesn't matter,' but to [instead] bounce off the different bodies and experiences that are on the jury, and make sure we're all moving as one."



The two actors outline the jurying process, praising Chanel for the film-appreciative figures on the team. Image credit: Chanel

Ms. Farahani brought up her experience of working with her, praising the ways in which Ms. Stewart allowed for collective conversations. She also noted that this quality is "really rare," as not all joint ventures allow for truly open dialogues among multiple nationalities.

The cohesive jury ended up selecting French director Nicolas Philibert's *Sur l'Adamant* (meaning "On the Adamant") documentary film for the Golden Bear for Best Film Award a decision that was truly decided on together.

Ms. Farahani described the process for picking the film as the group "just talking as artists" thanks to Ms. Stewart's inclusive facilitation of the discussions.

Ms. Stewart attributed this success to the free-spirited nature of Chanel clothing, mentioning the empowering nature of being an ambassador for the brand, as well as the love that those with the company have for film. She wore Chanel pieces to the festival, announcing Mr. Philibert's triumph.



Ms. Stewart approached the role with diverse perspectives in mind, making space for all ideas and backgrounds. Image credit: Chanel

"I've always felt really free, and I felt encouraged by the people actually making the clothes, and for me it's been Karl and Virginie," Ms. Stewart said.

"They love movies and they love art more than anyone I can really imagine," she said. "Their intention is available and it's organic, and it's really real and natural, and honest and beautiful."

Film fanatics

While film is a trending topic in fashion this year, Chanel has been deeply entrenched in the world of cinema for a while now.

In September of 2022, the brand spotlighted the Venice Film Festival ([see story](#)). With the debut of the *Chanel and Cinema* series, Chanel told behind-the-scenes tales of the film making that created the award-winning movies.

Spanish actress and House ambassador Penlope Cruz, British actress Tilda Swinton and French director Alice Diop led the narrative, offering a brand perspective.

In March of that year, Chanel supported the *Romy Schneider, L'Exposition*. The actor worked with Gabrielle "Coco"

Chanel before her death ([see story](#)).

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